

A Monthly Newsletter



Be My Valentine!



February 2018

## 2018 COMMITTEE CHAIRS

SIGN UP TO SERVE ON A COMMITTEE BY EMAILING THE CHAIR



### EDUCATION PROGRAMS

**Wayne Ford** – Innovative Financial Solutions  
Plans programs for luncheon meetings.  
wayne.ford@lpl.com



### COMMUNITY SERVICE

Allocates funds for worthy community projects.

### CO-CHAIRS

**Jill Vonderhaar** – Cone Health  
jill.vonderhaar@conehealth.com



**Hope Jensen** – Cone Health  
hope.jensen@conehealth.com



### COMMUNICATIONS

**Shay Rumsey** – Medical/Dental Communications  
Publishes monthly newsletter/contracts advertising.  
shayrumsey@northstate.net



### GOLF

**Bruce Barton** – Cone Health Medical Group  
Plans annual golf tournament.  
bruce.barton@conehealth.com



### BOSSSES' NIGHT

**Kimberly Mikaelian** – Dentistry Revolution  
Plans annual event honoring our bosses.  
kimberly@dentistryrevolution.com



### SOCIAL MEDIA/WEBSITE MAINTENANCE

**Bob Ring** – MICA  
Information Systems  
Maintains website /connects members to upcoming activities.  
bring@micamedical.com



### SCHOLARSHIP

**Allison Peschell** – Triad HealthCare Network  
Searches for candidates for area medical/dental scholarships.  
allison.peschell@conehealth.com



### RESUME RESOURCES

**Teresa Rakestraw** – Wendover OB/GYN  
Retains resumes for distribution to GMDM members seeking to fill office positions.  
ta.rakestraw@wendoverobgyn.com



### MEMBERSHIP/HOSPITALITY

**Wayne Abraham** – Personal Care, Inc.  
Seeks out new members/encourages member retention.  
wayneabraham@personalcare.net



### ASSOCIATE MEMBER REPRESENTATIVE

**Deanna Thompson** – Thompson Communications  
Tracks associate members' participation and attendance, schedules member and associate member tables at luncheons, and plans associate member meetings as needed.  
deanna@thompsononline.biz

## FOR YOUR INFORMATION

### ABOUT THE SPEAKER

**TOMASITA "TOMI" JACUBOWITZ**, ACHPN, BC, MSN works as a nurse practitioner for Hospice & Palliative Care of Greensboro. A graduate of the University of Pennsylvania, she has developed numerous programs to deliver efficient care and manage the health of diverse populations. She will discuss how the hospice palliative care program can help patients.



## NEXT MEETING

### RESERVATIONS ARE REQUIRED

#### Date and Time:

Wednesday, February 21, 2018  
11:30–1:00 p.m.

Buffet line opens at 11:20 a.m.

#### Meeting Place:

Starmount Forest Country Club

#### Speaker:

**Tomi Jacubowitz**, Nurse Practitioner  
Hospice & Palliative Care  
of Greensboro

#### Program:

The Palliative Care Program and  
How It Can Help Serve Your Patients

Cost: \$20.00 for a guest

## THANKS TO OUR 2018 BOSSES' NIGHT SPONSORS

### PLATINUM

**WELL • SPRING**  
Nicole Reynolds

### GOLD

**CONE HEALTH**

Bruce Barton

**LAB CORP**

Brett Danby

**GUILFORD ORTHOPAEDIC  
and SPORTS MEDICINE CENTER**

Lisa Haymore

### SILVER

**PENNYBYRN AT MARYFIELD**  
Pamela Olson

**BARBER CENTER FOR  
PLASTIC SURGERY**

Nikki Barber

**FIRST CITIZENS BANK**

David Lane

**GREENSBORO IMAGING  
and THE BREAST CENTER  
of GREENSBORO IMAGING**

Mary Jean Nelson

### BRONZE

**CONNORS MORGAN**  
Karen McKeithen Schaeede

**HOME INSTEAD**

Debi Bryant

**TRIAD INTERNAL  
MEDICINE**

Misti Sellars

## FOOD DRIVE FOR URBAN MINISTRY FOOD BANK

**B**RING YOUR DONATIONS TO THE  
FEBRUARY 21 LUNCHEON MEETING.

**Suggestions:** Canned and non-perishable food items, baby formula, baby food, diapers, dietary supplements (Ensure).

Join • Connect • Grow



## MESSAGE FROM THE PRESIDENT

*Nicole Reynolds*

It's hard to believe that we are already into the second month of 2018! February is known to many as the month of "love." One of the reasons I feel GMDM is such a great organization is that we too share the love with our many philanthropic endeavors. Through our scholarship program, golf tournament and many other service drives throughout the year, we give back to our community in a positive way. I have always been proud of how our members participate and donate to the different causes we support: the food drive for Greensboro Urban Ministry, the school supply drive for the Teacher Supply Warehouse, and the toy drive for the Salvation Army, just to name a few. If you are interested in playing a more active role in these events, please consider joining the Community Service Committee. You can reach out to our co-chairs, Hope Jensen and Jill Vonderhaar, to learn more. We will be having a food drive for Greensboro Urban Ministry at the February membership meeting, so please bring non-perishables to donate. Thank you all for your continued support of these great causes. Let's continue to share the love, not just in February but all year long.

*Nicole*

## GETTING TO KNOW YOU – ACTIVE MEMBER



### NAME AND PRESENT POSITION:

**STEFANIE ALLEN** is the physician liaison at Carolina Vein Specialists.

### GMDM

### COMMITTEES:

I am new to GMDM so I have not served on any committees yet; however, I look forward to serving on a committee in the near future.

**HOMETOWN/FAMILY:** I was born and raised in North Carolina, and I currently

reside in northwest Greensboro. I have been married to my husband Michael for 15 years, and we have two beautiful children: Parker, 13; and Macey, 7.

**HOBBIES:** Traveling and exercising.

### ONE OF THE THINGS I'VE

**LEARNED THROUGH GMDM:** One thing I have learned through GMDM is just how much we can all benefit from time spent together collaborating and learning from each other.

### I WOULD LIKE PEOPLE TO

**REMEMBER ME AS:** A compassionate, kind person who always looks for the best in people.

**WAYS TO RELAX:** Reading, exercising, and spending time with my family.

**COMFORT FOOD:** Chicken and dumplings.

**FAVORITE TRAVEL SPOT:** Spanish Wells, Bahamas.

**FAVORITE BOOK/MUSIC:** Historical fiction and autobiographies; jazz and swing music.

**COMMENTS ABOUT GMDM:** I have truly enjoyed meeting all of the wonderful members at GMDM and have learned so much from the excellent guest speakers.

## SPOTLIGHT ON PRACTICE

**CAROLINA VEIN SPECIALISTS** is the premier vein center in the Triad for the treatment of painful, unsightly leg veins. Our focus is on providing leading-edge treatments that allow our patients to live healthy and active lifestyles.

Carolina Vein Specialists is physician-owned and operated. Dr. Mark Featherston and Dr. Brent Greenberg are the physicians/owners.

Our expert physicians offer today's most advanced, minimally invasive, office-based procedures, requiring no down time and allowing for a quick recovery without missing work or other activities. Carolina Vein Specialists is the first medical practice in the Triad, and the second in the state of North Carolina, to obtain the Intersocietal Accreditation Commission (IAC) Vein Centers of Excellence designation. Only 65 practices in the nation have been able to pass the stringent requirements to be awarded the accreditation showing Best Practices in the treatment of varicose vein disease.

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**Danny Rudisill, President**

## MISSION STATEMENT

GMDM is the premier professional organization for medical and dental practices in Guilford County, dedicated to providing timely educational programs, strong networking support and personal growth opportunities. Join. Connect. Grow.



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## KAREN MCKEITHEN SCHAEDE NAMED TO BUSINESS NORTH CAROLINA'S LEGAL ELITE

GMDM associate member **KAREN MCKEITHEN SCHAEDE**, a partner in the business law firm Connors Morgan, PLLC, has been named one of the state's Legal Elite for 2018 by *Business North Carolina* magazine. Fewer than 3 percent of North Carolina attorneys are chosen for this honor, which recognizes the top lawyers in the state as voted upon by their peers.

The listing of North Carolina's Legal Elite, which this year includes winners in 16 business categories, is published annually in the January issue of *Business North Carolina*. Schaeede was chosen in the category of employment law.

### HOW THE LEGAL ELITE ARE CHOSEN

To select the winners, *Business North Carolina* asks all members of the North Carolina State Bar living in North Carolina to answer one question: "Of the Tar Heel lawyers whose work you have observed firsthand, whom would you rate among the current best in these categories?"

Lawyers are not allowed to vote for themselves. They may select members of their firms only if they pick out-of-firm lawyers in the same categories, with the latter votes weighted more heavily. The top vote-getter in each category becomes a member of *Business North Carolina's* Legal Elite Hall of Fame and is ineligible to win again.

### ABOUT KAREN MCKEITHEN SCHAEDE

An attorney practicing employment law and healthcare law in the Carolinas since 1992, Schaeede has extensive experience providing legal services to businesses and healthcare organizations of all sizes.

She can be reached via email at [KSchaede@ConnorsMorgan.com](mailto:KSchaede@ConnorsMorgan.com), via phone at 336-333-7907, or on the web at [www.ConnorsMorgan.com](http://www.ConnorsMorgan.com). Connors Morgan is located at 1175 Revolution Mill Dr., Suite 8, in Greensboro, NC.

For more information on *Business North Carolina's* Legal Elite, visit <http://businessnc.com/special-sections/legal-elite/>



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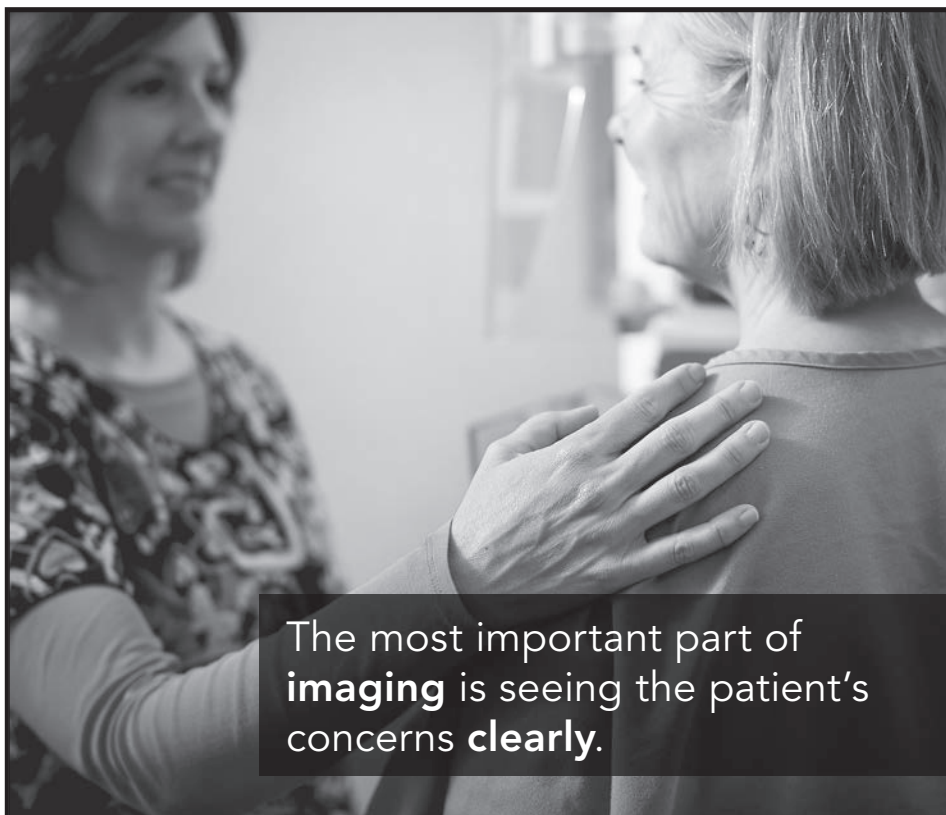
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### THE PROBLEM WITH MILLENNIALS

Colleagues are frustrated by them: *"They don't have the same work ethic we do."*

Leaders are confused by them: *"Why are they always searching for meaning in their work?"*

Speakers complain about them: *"They're constantly distracted during my presentation."*

Millennials are different.

That's the point.

They're supposed to be.

No generation is like the one before. Ever.

... And that's good news.

Instead of frustration, confusion and complaining, let's consider understanding.

**COLLEAGUES:** Millennials have the same work ethic we do – only during different work hours. They seek hard work empowered by flexibility.

**LEADERS:** We can learn something from them. It's about time we look for a meaningful connection between the work we do and the results we achieve.

**SPEAKERS:** The audience doesn't owe us anything. It's our job to be interesting and capture their attention. Millennials will turn from their phones when we say something relevant and valuable. And, if we're lucky, they might even tweet it.

The problem with millennials is us.

Millennials: Good luck.

Remember, you'll end up complaining about the generation right behind you. Try not to be as hard on them as we've been on you.



## THANKS TO OUR ADVERTISER



Cone Health Women's Hospital has developed an award-winning microsite that packages the entire birthing experience together for young parents. **ConeHealthyBaby.com** gives families quicker access to birthing information, including signing up for childbirth classes, pre-registering for care, registering for the baby's birth certificate, lining up your child's healthcare provider and getting the needed info about car seat safety.

The site gives expectant moms easy digital access to needed information (with the layout optimized for mobile devices, of course) and guides them through the process. Our iconic mom-to-be on the site is illustrated in various stages of the exciting process. From taking a birthing class to the baby's first doctor's visit following discharge, the website provides answers for mom and baby care following discharge. It even has a popular downloadable checklist for what to pack for her hospital stay.

While the site is chock-full of helpful info, a special landing page sums up the six things that need to happen prior to arrival at the hospital. Be sure to tell patients to visit **ConeHealthyBaby.com/todo** to ensure they are prepared for their baby's arrival.



**NEW EMAIL FOR PUZZLER**  
[shayrumsey@northstate.net](mailto:shayrumsey@northstate.net)



### THE PUZZLER ???

**What is the only X-rated film to win an Oscar for best picture?**

1. Look for the answer in one of the ads.
2. Identify the answer and the ad in which the answer appears.
3. Email the answer and name the ad in which the answer appears to Shay Rumsey at [shayrumsey@northstate.net](mailto:shayrumsey@northstate.net)

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## Ask The Lawyer

By Karen McKeithen Schaede

Have a question about the law?  
Send your questions to  
KSchaede@ConnorsMorgan.com

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**Q:** All I hear about these days is sexual harassment. What is it exactly?

**A:** Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. According to the Equal Employment Opportunity Commission (EEOC), it is sexual harassment when:

- it affects an individual's employment.
- unreasonably interferes with an individual's work performance.
- creates an intimidating, hostile or offensive work environment.

Harassment can occur when the victim and the harasser are the same sex and when the victim is not the person harassed but someone affected by the offensive conduct.

Victims of sexual harassment, whether the target or a bystander, should inform the harasser directly that the conduct is unwelcome and to stop. The EEOC encourages all who witness harassment to report it. It should be reported to human resources or a supervisor immediately.

Retaliation against an individual who complains about sexual harassment is illegal. Terminating an employee for making a sexual harassment claim will lead to liability.

This article is for informational purposes only and not for the purpose of providing legal advice. You should contact your attorney to obtain advice with respect to any particular issue or problem. The information contained in this article does not create an attorney-client relationship between Connors Morgan PLLC and the reader.

## Billing & Coding



by Robin Upton

**CPC Fellow**  
Billing and  
Collections  
Manager

CHMG –  
Pediatric Specialists

The American Academy of Professional Coders (AAPC) conducted a salary survey which received almost 12,000 responses. According to those who responded, the average salary for a medical coder who has a certification increased almost 6%, to \$52,648 annually. The average salary in North Carolina is slightly below this, at \$52,250. In addition, the survey showed that unemployment for medical coders had dropped below 6%.

What does this mean? Well, it means that careers in medical coding and billing are growing. The survey showed that the top three ways to reach financial heights in a medical coding career are through higher education, additional certification or work experience. The average level of experience for a Certified Professional Coder (CPC) is 13 years.

According to information obtained by AAPC, the top five states that are looking for individuals who have a coding or medical billing background are Connecticut, Florida, California, Texas and New York.

*Healthcare Business*, monthly magazine – February 2018 edition  
(Article written by David Blacker, MSC, director of member experience at AAPC.)



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luncheon.



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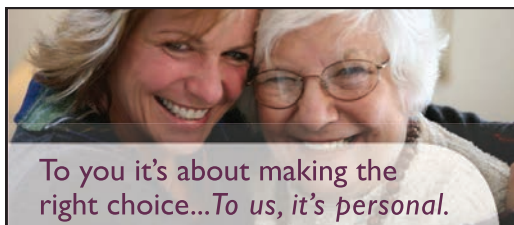


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